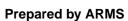




		Counties: Covington, AL
00,02	2000 Total Population	37,631
	2000 Group Quarters	523
	2008 Total Population	37,012
	2013 Total Population	36,686
	2008 - 2013 Annual Rate	-0.18%
0.0	2000 Households	15,640
	2000 Average Household Size	2.37
TELL	2008 Households	15,812
	2008 Average Household Size	2.31
	2013 Households	15,823
	2013 Average Household Size	2.29
	2008 - 2013 Annual Rate	0.01%
	2000 Families 2000 Average Family Size	10,788 2.9
	2008 Families	10,771
	2008 Families 2008 Average Family Size	2.87
	2013 Families	10,660
	2013 Average Family Size	2.87
	2008 - 2013 Annual Rate	-0.21%
	2000 Housing Units	18,578
	Owner Occupied Housing Units	65.4%
	Renter Occupied Housing Units	18.8%
	Vacant Housing Units	15.8%
	2008 Housing Units	19,467
	Owner Occupied Housing Units	63.7%
	Renter Occupied Housing Units	17.6%
	Vacant Housing Units	18.8%
	2013 Housing Units	19,881
	Owner Occupied Housing Units	62.2%
	Renter Occupied Housing Units	17.4%
	Vacant Housing Units	20.4%
	Median Household Income	
	2000	\$26,227
	2008	\$31,121
	2013	\$33,784
	Median Home Value	****
	2000	\$52,861
	2008	\$76,779
	2013	\$79,217
	Per Capita Income	
	2000	\$15,365
	2008	\$18,302
	2013	\$19,856
	Median Age	
	2000	39.8
	2008	41.9
	2013	43.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

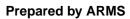




	Counties. Covingion, AL
2000 Households by Income	
Household Income Base	15,639
< \$15,000	29.1%
\$15,000 - \$24,999	18.4%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	4.6%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	0.6%
\$200,000+	1.1%
Average Household Income	\$36,486
2008 Households by Income	
Household Income Base	15,812
< \$15,000	22.7%
\$15,000 - \$24,999	17.6%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	6.2%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	0.9%
\$200,000+	1.2%
Average Household Income	\$42,449
-	Ψ+2,++3
2013 Households by Income	
Household Income Base	15,823
< \$15,000	21.0%
\$15,000 - \$24,999	16.4%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	0.9%
\$200,000+	1.3%
Average Household Income	\$45,592
2000 Owner Occupied HUs by Value	
Total	12,155
<\$50,000	47.2%
\$50,000 - 99,999	34.5%
\$100,000 - 149,999	9.9%
\$150,000 - 199,999	3.6%
\$200,000 - \$299,999	2.7%
\$300,000 - 499,999	1.0%
\$500,000 - 999,999	0.7%
\$1,000,000+	0.3%
Average Home Value	\$75,401
2000 Specified Renter Occupied HUs by Contract Rent	
Total	3,285
With Cash Rent	80.4%
No Cash Rent	19.6%
Median Rent	\$227
Average Rent	\$225
	ΨΖΖΟ

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



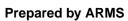




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		Counties: Covington, AL
2000 Por	ulation by Age	
	, -	37,631
Total 0 - 4		5.9%
5 - 9		6.5%
10 - 14		6.9%
15 - 19		6.8%
20 - 24		5.5%
25 - 34		11.6%
35 - 44		14.5%
45 - 54		13.4%
55 - 64		10.9%
65 - 74		9.2%
75 - 84		6.3%
85+		2.3%
18+		76.5%
2008 Par	pulation by Age	
Total	diation by Age	37,012
0 - 4		6.1%
5 - 9		5.9%
10 - 14		5.8%
15 - 19		5.9%
20 - 24		5.5%
25 - 34		12.0%
35 - 44		12.0%
45 - 54		
		14.9%
55 - 64		13.0%
65 - 74		9.1%
75 - 84		6.0%
85+		2.8%
18+		78.7%
2013 Por	oulation by Age	
Total		36,686
0 - 4		5.9%
5 - 9		5.7%
10 - 14		5.9%
15 - 19		5.8%
20 - 24		5.2%
25 - 34		11.0%
35 - 44		12.3%
45 - 54		14.8%
55 - 64		14.7%
65 - 74		9.3%
75 - 84		6.2%
85+		3.0%
18+		79.0%
2000 Bar	ulation by Sov	
	ulation by Sex	47.00/
Males	_	47.8%
Female		52.2%
	ulation by Sex	
Males		48.2%
Female	S	51.8%
	ulation by Sex	
	diation by ock	
	diation by ocx	48.4%







Counties: Covington, AL 2000 Population by Race/Ethnicity Total 37.631 White Alone 86.2% Black Alone 12.4% American Indian Alone 0.5% Asian or Pacific Islander Alone 0.2% Some Other Race Alone 0.2% Two or More Races 0.6% Hispanic Origin 0.8% **Diversity Index** 25.3 2008 Population by Race/Ethnicity 37,012 Total White Alone 84.9% Black Alone 13.2% American Indian Alone 0.5% Asian or Pacific Islander Alone 0.3% Some Other Race Alone 0.3% Two or More Races 0.8% Hispanic Origin 1.2% **Diversity Index** 27.9 2013 Population by Race/Ethnicity Total 36.686 White Alone 84.1% Black Alone 13.8% American Indian Alone 0.6% Asian or Pacific Islander Alone 0.3% Some Other Race Alone 0.3% Two or More Races 0.9% Hispanic Origin 1.6% **Diversity Index** 29.7 2000 Population 3+ by School Enrollment Total 36,371 Enrolled in Nursery/Preschool 1.5% Enrolled in Kindergarten 1.3% Enrolled in Grade 1-8 11.4% Enrolled in Grade 9-12 5.7% **Enrolled in College** 2.8% Enrolled in Grad/Prof School 0.4% Not Enrolled in School 76.9% 2008 Population 25+ by Educational Attainment Total 26,202 Less than 9th Grade 10.9% 9th - 12th Grade, No Diploma 15.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

High School Graduate

Associate Degree

Bachelor's Degree

Some College, No Degree

Graduate/Professional Degree

35.2%

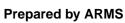
17.2%

7.7%

8.7%

5.1%

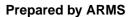






2008 Population 15+ by Marital Status	
📆 Total	30,433
Never Married	19.0%
Married	60.1%
Widowed	9.4%
Divorced	11.5%
2000 Population 16+ by Employment Status	
Total	29,740
In Labor Force	55.9%
Civilian Employed	51.5%
Civilian Unemployed	4.2%
In Armed Forces	0.2%
Not in Labor Force	44.1%
2008 Civilian Population 16+ in Labor Force	
Civilian Employed	93.4%
Civilian Unemployed	6.6%
Givillari Grieripioyeu	0.070
2013 Civilian Population 16+ in Labor Force	
Civilian Employed	94.0%
Civilian Unemployed	6.0%
2000 Females 16+ by Employment Status and Age of Children	
Total	15,843
Own Children < 6 Only	6.6%
Employed/in Armed Forces	3.6%
Unemployed	0.7%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	5.3%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	2.0%
Own Children 6-17 Only	17.9%
Employed/in Armed Forces	11.8%
Unemployed	1.1%
Not in Labor Force	5.0%
No Own Children < 18	70.3%
Employed/in Armed Forces	25.2%
Unemployed	2.6%
Not in Labor Force	42.4%

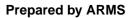






	Counties: Covington, AL
2008 Employed Population 16+ by Industry	
Total	15,884
Agriculture/Mining	4.1%
Construction	9.4%
Manufacturing	15.7%
Wholesale Trade	3.3%
Retail Trade	12.1%
Transportation/Utilities	8.0%
Information	1.1%
Finance/Insurance/Real Estate	4.0%
Services	37.8%
Public Administration	4.5%
2008 Employed Population 16+ by Occupation	
Total	15,884
White Collar	50.0%
Management/Business/Financial	11.3%
Professional	16.8%
Sales	11.4%
Administrative Support	10.5%
Services	15.7%
Blue Collar	34.3%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	7.6%
Installation/Maintenance/Repair	7.1%
Production	10.8%
Transportation/Material Moving	7.6%
2000 Workers 16+ by Means of Transportation to Work	
Total	15,116
Drove Alone - Car, Truck, or Van	80.3%
Carpooled - Car, Truck, or Van	13.4%
Public Transportation	0.1%
Walked	1.7%
Other Means	1.5%
Worked at Home	2.9%
2000 Workers 16+ by Travel Time to Work	
Total	15,116
Did Not Work at Home	97.1%
Less than 5 minutes	5.6%
5 to 9 minutes	18.5%
10 to 19 minutes	33.8%
20 to 24 minutes	10.6%
25 to 34 minutes	14.5%
35 to 44 minutes	2.5%
45 to 59 minutes	4.2%
60 to 89 minutes	3.1%
90 or more minutes	4.2%
Worked at Home	2.9%
Average Travel Time to Work (in min)	23.6
2000 Households by Vehicles Available	
Total	15,640
None	8.8%
1	31.9%
2	37.8%
3	16.0%
4	4.1%
5 +	1.4%
Average Number of Vehicles Available	1.8
	1.0







15,640 69.0% 54.1% 22.9% 14.9% 9.4% 31.0% 28.6%

2.5%

0.0	2000 Households by Type
4.4	Total
	Family Households
	Married-couple Family
	With Related Children
	Other Family (No Spouse)
	With Related Children
	Nonfamily Households
	Householder Living Alone
	Householder Not Living Alone

Households with Related Children	32.3%
Households with Persons 65+	31.3%

2000 Households by Size

Total	15.640
1 Person Household	28.6%
2 Person Household	34.7%
3 Person Household	17.0%
4 Person Household	13.2%
5 Person Household	4.8%
6 Person Household	1.3%
7+ Person Household	0.5%

2000 Households by Year Householder Moved In

2000 Households by Ical Households Morea III	
Total	15,640
Moved in 1999 to March 2000	14.9%
Moved in 1995 to 1998	24.6%
Moved in 1990 to 1994	16.7%
Moved in 1980 to 1989	16.0%
Moved in 1970 to 1979	11.7%
Moved in 1969 or Earlier	16.1%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

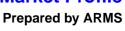
Total	18,578
1, Detached	71.0%
1, Attached	1.2%
2	2.4%
3 or 4	1.3%
5 to 9	1.4%
10 to 19	0.3%
20+	0.9%
Mobile Home	21.2%
Other	0.3%

2000 Housing Units by Year Structure Built

2000 Housing Office by fear offacture built	
Total	18,578
1999 to March 2000	1.6%
1995 to 1998	8.3%
1990 to 1994	7.4%
1980 to 1989	15.3%
1970 to 1979	18.5%
1969 or Earlier	49.0%
Median Year Structure Built	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.







Top 3 Tapestry Segments

Heartland Communities
 Rooted Rural
 Southern Satellites

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

area. Expenditures are shown by broad budget categories that are not mutually exclusive.	Consumer spending does not equal
Apparel & Services: Total \$	\$19,676,340
Average Spent	\$1,244.39
Spending Potential Index	46
Computers & Accessories: Total \$	\$1,997,549
Average Spent	\$126.33
Spending Potential Index	53
Education: Total \$	\$10,226,467
Average Spent	\$646.75
Spending Potential Index	47
Entertainment/Recreation: Total \$	\$36,193,990
Average Spent	\$2,289.02
Spending Potential Index	62
Food at Home: Total \$	\$47,574,076
Average Spent	\$3,008.73
Spending Potential Index	62
Food Away from Home: Total \$	\$31,450,528
Average Spent	\$1,989.03
Spending Potential Index	58
Health Care: Total \$	\$45,801,614
Average Spent	\$2,896.64
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$18,517,247
Average Spent	\$1,171.09
Spending Potential Index	51
Investments: Total \$	\$6,234,855
Average Spent	\$394.31
Spending Potential Index	39
Retail Goods: Total \$	\$261,982,378
Average Spent	\$16,568.58
Spending Potential Index	61
Shelter: Total \$	\$120,804,393
Average Spent	\$7,640.05
Spending Potential Index	49
TV/Video/Sound Equipment: Total \$	\$13,317,875
Average Spent	\$842.26
Spending Potential Index	59
Travel: Total \$	\$15,704,344
Average Spent	\$993.19
Spending Potential Index	53
Vehicle Maintenance & Repairs: Total \$	\$9,504,307
Average Spent	\$601.08
Spending Potential Index	61

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.